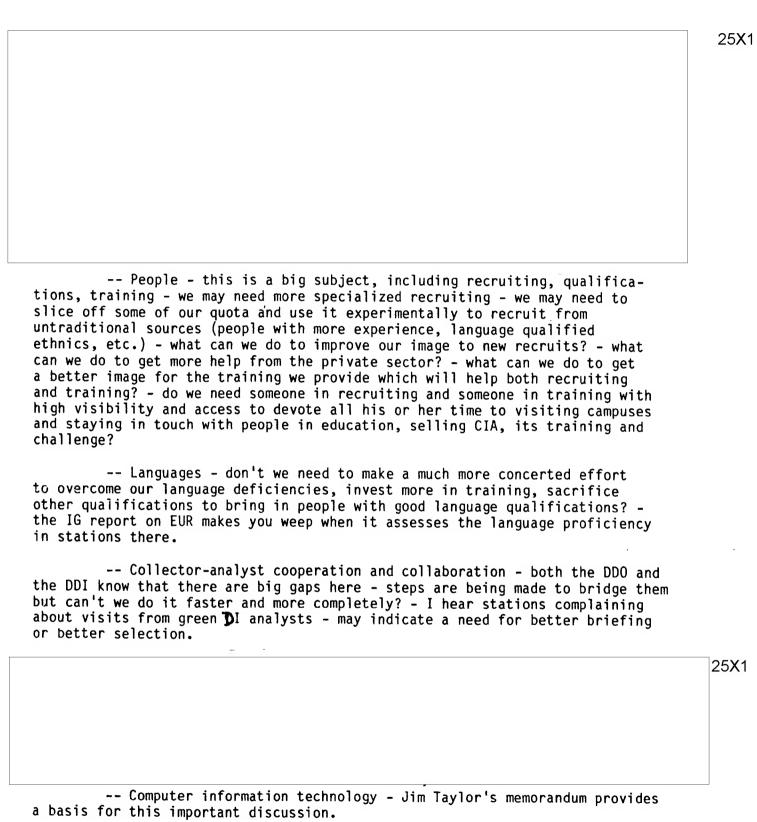
3 January 1985

25X1

MEMORANDUM FOR:	Deputy Director of Central Intelligence Executive Director Deputy Director for Administration Deputy Director for Intelligence Deputy Director for Operations Deputy Director for Science and Technology	
FROM:	Director of Central Intelligence	
SUBJECT:	Conference 7-8 January 1985	25 <b>X</b> 1
exchange views w	like our meeting next week to be one at which we would ith each other and take a look at our future problems, how well d how we can do better.	25X1
special privilege of the government action I mean to at a conclusion, well as recruiting recognized action of this through the creativity, are done here. yet I still see off or moved alor sticker which re-	eme I would put it that the people who work in CIA have a e in being in action virtually all the time, while the rest t, for the most part, is planning and preparing. By being in include collecting and weighing pieces of evidence, arriving working out a method of accomplishing something specific, as ng, responding to terrorist attacks, and the other more widely n type things that we do. It seems to me if we get a feeling the organization it can do wonders to stimulate the initiative, the self-starter, can-do attitude and the tempo at which things I believe we are way ahead of everybody else in these respects, people sitting for a couple of weeks on tasks that can be dusted ng quickly. In London during World War II, Churchill had a ad, "Action This Day," which he put on his memos to make things it should be the bottom line of what we call the Excellence	I
3. Specificonference include	c items on which I would like to get your thoughts at this de these:	

SECRET



2

Open information - do we have our act together on this with the HUMINT Committee, the library, FBIS, data banks? - are we doing well enough in rebuilding data banks? visited here a week or so ago with	25 <b>X</b> 1
an impressive story of how he, with a couple of assistants	25X1
	25 <b>X</b> 1
	05)//
this is something that should be looked into carefully	25 <b>X</b> 1

this is something that should be looked into carefully and systematically.

-- Public image - we say frequently to ourselves that public support is so important to our mission that we can no longer suffer unfair criticism, distortions and falsehoods in silence - George Lauder has done well in responding to some stories - we sent a message with the complaint to the FCC about ABC - we should exchange views on where we go from here in this respect my inclination is that we should open up more than we have, speak to the threats we see and the attacks we need to deal with more freely but within security limits - it seems to me the ice was well broken on this in the DDCI's testimony on active measures in the late 70s and again in the early 80s - I think it has worked well on technology transfer - I would be inclined to give destabilization and promotion of insurgencies the same treatment - also the economic disruptions that seem to follow the Communist model, notably in Ethiopia right now terrorism could lend itself to the same treatment - done properly this could accomplish important public education as to the vital nature of our mission and dilute or fend off the inevitable criticism - earlier in 1984, in connection with the Excellence initiative, we said we would be defending the institution more actively around the country

25X1

- -- Message to the troops the best way to reinforce and keep alive the Excellence initiative is to tackle the problems which will be discussed at our conference effectively - but perhaps this is also the time for a further follow-up report - I understand the material has been put together for this.
- -- Recognition and Awards what else can be done to recognize the special burden and contribution of our people in the field? longer and more irregular hours than State and military exposure to terrorist threats also experienced by other US employees abroad but perhaps ours are more directly involved and easily targeted in this connection, we are beginning to formulate how our special benefits can be preserved what do we need to do now to press this and what else should we be thinking of?

William J. Casey